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ABSTRACT

A telephone survey was conducted in November 1973 to determine television viewing patterns in southwestern Virginia. Data were collected concerning family characteristics and time spent watching the various programs offered by WBRA-TV and WSVN-TV, the local public broadcasting stations. Income and occupational status proved to be significant determiners of viewing patterns, although educational attainment generally was not. Viewing patterns also tended to reflect the different urban/rural mixes that the two stations serve. Viewers expressed more interest in college level educational programing than in high school level course. Details of the survey design and tabular results are provided. (EMH)

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A SURVEY OF PUBLIC TELEVISION VIEWING IN THE WBRA-TV AND WSVN-TV SIGNAL AREAS OF SOUTHWESTERN VIRGINIA

Corporation for Public Broadcasting
Office of Communication Research

January 1975

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U S DEPARTMENT OF HEALTH, EDUCATION & WELFARE
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This study was designed and implemented as a joint project of the Blue Ridge Educational Television Association and the Corporation for Public Broadcasting. Nicholas A. Valenzuela was the project director. The data analysis and final report include contributions from other persons, including Dr. Peter Spain.

SUMMARY

Telephone interviews were conducted with a random sample of households in the signal areas of WBRA-TV and its "slave" station, WSVN-TV, which together cover a wide mountain area in southwestern Virginia. WBRA-TV, which serves a large urbanized population, was found to draw 38% of homes surveyed into its audience at least occasionally. WSVN-TV, serving a less densely populated area of mostly smaller towns and communities, drew 19% of the homes surveyed in its signal area.

The difference in the appeal of the two stations appears to be influenced by several factors.

One is the demographic differences of the population in the two areas. Generally the income, occupational, and educational levels of the WSVN-TV signal area population were lower than those of the WBRA-TV signal area population. These characteristics traditionally have been related to the viewing of public television. Significantly, income and occupational status were related to viewing of WSVN-TV, but educational level generally was not. This appeared to reflect the relatively small number of college-educated persons in that area. In other words, the data strongly suggested that WSVN-TV's audience was diminished by the small number of persons who possess those characteristics usually associated with public television viewing.

Another important factor is that the program schedule common to both stations was made up by the WBRA-TV staff and that station was the sole source of local production. Thus, it was not surprising to find that the annual auction attracted 45% of the WBRA-TV viewers, but only 7% of the WSVN-TV viewers. On the other hand, programs of a more general nature were accepted enthusiastically by the WSVN-TV viewers. Televised games of a local college football team, for instance, drew more of the WSVN-TV viewers than of the WBRA-TV viewers.

Indeed, while WBRA-TV did draw a larger proportion of its potential audience than did WSVN-TV, there were strong indications that those persons who did view WSVN-TV were, if anything, more enthusiastic than those viewing WBRA-TV. This raises interesting speculations concerning the possible special value of public television for culturally isolated persons.

Signal quality appeared to be generally equal for the two stations. Both appeared to suffer the considerable handicap in the quality of their signal relative to other stations generally associated with UHF allocations. Viewing of both stations was greater among homes subscribing to a cable system.

Greater interest was expressed in college-level television courses than in high-school-level television courses. This was not surprising in the WBRA-TV area, where the proportion of persons eligible to take college courses is much larger than that of persons who had not finished high school. However, it was also true among WSVN-TV viewers, in which group the proportion of persons who had not graduated from high school was roughly equal to those who had finished high school but not achieved a college degree.

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INTRODUCTION

WBRA-TV and WSVN-TV are public television stations operated by the Blue Ridge Educational Television Association. The stations are located in the mountainous southwest corner of Virginia. WBRA-TV, which broadcasts on channel 15 and has its facilities in the Blue Ridge city of Roanoke, reaches viewers in Virginia, West Virginia, and North Carolina. WSVN-TV operates on channel 47 out of the town of Norton in the Cumberland Mountains some 150 miles to the west of Roanoke. Its signal crosses the border into adjacent counties of Kentucky and Tennessee. WSVN-TV has no studio facilities and operates as a "slave" station duplicating the program schedule of WBRA-TV.

The study reported here was conducted to obtain basic information on the size and nature of the audience for the two stations. Since their signal areas do not overlap, it was possible to draw independent samples for each station. Telephone numbers were randomly selected from directories within the grade-A signal area of each station. The completed samples included 799 interviews for the WBRA-TV area and 408 for the WSVN-TV area. The completion rate was 53%. Only 11% of those contacted refused to be interviewed. The remainder of the non-completions consisted of inappropriate numbers or the failure to obtain an answer after making three attempts.

Data were gathered through telephone interviews that averaged about five minutes in length. The primary sampling unit was the household; therefore respondents were asked about television viewing by the entire family. Interviewers were instructed to accept any responsible adult within the household as a respondent.

The study was conducted November 6-20, 1973. The interviewing, which took place between 5:00 and 10:00 p.m., was handled by persons recruited from local service organizations. These interviewers were trained by Nicholas Valenzuela, then a member of the CPB Communication Research staff. They were supervised by Margaret Darby of WBRA-TV's staff, who also supervised coding of data. Pam Forrest, WBRA-TV's development director, had general responsibility for preparation and implementation of the field operation. Data analysis made use of the resources of CPB's Information Systems Office, and Madi Green was the computer programmer.

DEMOGRAPHIC DESCRIPTION OF THE SAMPLES

The two signal areas are widely separated over the Blue Ridge and Cumberland Mountain regions. WSVN-TV's area, radiating from Norton, consists primarily of small towns and communities, while WBRA-TV's area radiates from Roanoke, a small urban area of some 200,000 population. The contrast in the samples from the two areas is detailed in Table 1. The proportion of male and female respondents (about one-fourth male, three-fourths female) was the same in both samples, but on all other descriptive characteristics there were significant differences.

Blacks constituted 8% of the WBRA-TV sample, but only 2% of the WSVN-TV sample. In both instances, however, it is suspected that the telephone survey technique introduced a bias toward under-representation of blacks. This was probably more critical among the rural population in the WSVN-TV signal area than in the more urban population covered by WBRA-TV.

Generally the WBRA-TV sample scored higher on the socio-economic status indicators: education, occupational categories, and income. This was particularly important considering the fact that the viewing of public television generally has been found to be positively related to higher socio-economic status. Further, the WBRA-TV sample was younger than the WSVN-TV sample. This is another factor that generally has been found to relate positively to public television viewing within households. Finally, there was a larger proportion of working women in the WBRA-TV sample.

AVAILABILITY OF TELEVISION

Television was reported to be almost universally available in both signal areas. Only 2.4% of the WBRA-TV sample and 3.6% of the WSVN-TV sample reported that they did not have a working television. There were significantly more multiple-set households in the WBRA-TV area, perhaps reflecting the higher socio-economic conditions there.

The installation of cable television was reported in 19.5% of the homes in the WBRA-TV area, and by the even larger percentage of 35.0% of those in the WSVN-TV area. Reported viewing of UHF stations overall in the two areas was equal, with 48.3% of the WBRA-TV area sample and 49.8% of the WSVN-TV area sample reporting use of UHF stations.

Table 1

SUMMARY OF THE DEMOGRAPHIC CHARACTERISTICS OF THE SAMPLES, IN ROANOKE AND IN NORTON

(In this and other tables, not-applicable situations and refusals account for column totals less than 100.0%.)

	WBRA-TV Roanoke	WSVN-TV Norton
Race		
White	91.2%	97.8%
Black	8.1	2.0
Other	0.3	--
	p is less than .01*	
Sex		
Male	27.7	25.0
Female	72.2	74.5
Income		
$0-4999	13.1	18.9
$5000-9999	17.4	27.4
$10,000-14,999	20.8	17.2
$15,000 +	16.5	6.6
No answer	32.2	30.1

*Statistics give us probabilities. The statistic used here, chi-square, allows us to gauge how probable it is that differences occur between groups by chance, since chance is always a factor when we are dealing with samples. Levels of significance are given in numbers between 0 and 1. For example, .10 as a level of significance indicates that a real difference is quite probable and that a chance difference is quite improbable, because it says that this result could come by chance only ten times in one hundred occurrences. Generally, social researchers use levels of significance of .05 or less, and they call these significant differences. "Significant" indicates statistical significance which means that the differences are not a chance happening within these samples, but can be expected to re-occur if the study were repeated. (continued on next page)

Table 1
(continued)

	WBRA-TV Roanoke	WSVN-TV Norton
Age of the Male Household Head		
20-29	12.1%	6.6%
30-39	19.3	16.4
40-49	17.6	21.1
50-59	15.4	19.9
60-69	11.8	13.5
70-79	5.6	5.4
80-89	0.6	1.5
Age of the Female Household Head		
20-29	17.5	10.3
30-39	18.6	21.3
40-49	19.6	20.8
50-59	15.3	21.8
60-69	13.8	14.5
70-79	6.8	5.6
80-89	0.6	1.0
Occupation of the Head of the Household		
Professional, military	6.0%	4.7%
Managerial	4.5	1.2
Sales/clerical/service	32.5	24.3
Skilled	39.5	48.3
Unskilled	6.3	3.7
Student	1.8	0.2
Unemployed	1.3	3.2
No answer	8.1	14.5

(continued from previous page)
In the tables, significance levels are given by noting the probability (p) of a chance occurrence. "p is less than .01," which is the case in all parts of Table 1, means that the observed difference may have occurred by chance, but with a probability of less than one time in one hundred occurrences; it indicates a very probable real difference. The test used in this table and those that follow was chi-square.

(more)

Table 1
(concluded)

	WBRA-TV Roanoke	WSVN-TV Norton
Occupation of the Female Head of the Household		
Housewife	49.9%	66.7%
Employed part-time	11.0	8.1
Employed full-time	35.4	22.3
Education Level -- Male		
Elementary school	6.4	14.5
Some high school	22.7	28.2
High school graduate	25.8	25.7
Some college	16.3	8.1
College graduate	7.5	6.4
Graduate work	6.6	2.7
Education Level -- Female		
Elementary school	6.6	13.0
Some high school	26.5	31.1
High school graduate	33.2	32.8
Some college	17.4	11.8
College graduate	9.0	6.1
Graduate work	3.8	2.5

PUBLIC TELEVISION VIEWING AND SIGNAL QUALITY

Viewing of public television was found to be significantly higher among households in WBRA-TV's area than in the WSVN-TV area (Figure 1). Respondents were asked if anyone in their home ever watched the public television station in their community. The interviewer then inserted the appropriate call letters and channel numbers in a coded sheet. Unlike other studies of public television audiences, respondents were not asked to provide unaided recall of a program title in order that the household be counted in the public television audience. In the WBRA-TV area, 37.7% of the respondents classified as public television viewers contrasted with 18.6% in the WSVN-TV area.

Both stations suffered a sizable handicap in terms of the reported quality of their signal (Figure 1). One out of five of the WSVN-TV viewers said that the station's signal was worse than that of other stations. More than one in four of the WBRA-TV viewers was influenced by the greater penetration of cable in that area.

Respondents who said they did view public television were asked to compare the station's signal quality with that of other stations available to them. These responses, together with information about non-viewers, are detailed by communities within each signal area in Table 2.

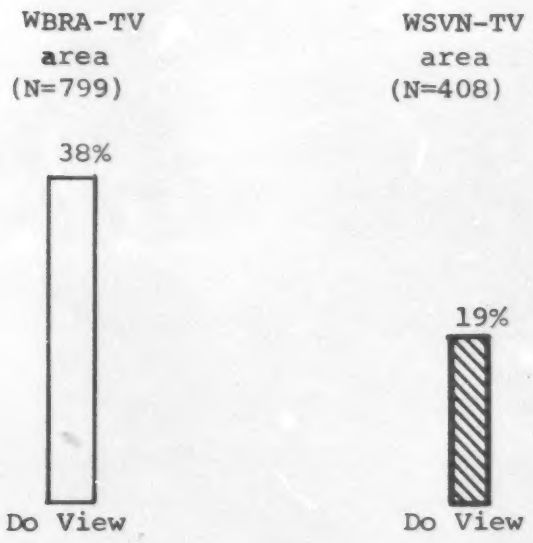
Inspection of the community-by-community results in Table 2 shows that WBRA-TV achieved its greatest penetration in terms of the percentage of viewers in the greater Roanoke area, Pulaski, and Radford. Interestingly, two of these areas, Roanoke and Pulaski, also indicated the most severe reception problems. Viewership of WBRA-TV was lowest in the fringe of the grade A signal area. WSVN-TV's largest audience shares were achieved in the Norton/Clinchport and Russell County/St. Paul communities.

In many other studies, viewing of public television has been found to be more likely in homes with more than one set. Both of the present samples (see Figure 2 and Table 3) showed differences in this direction, but only in Roanoke--where multiple set homes were most prevalent--was the difference statistically significant.

Cable reduces the handicap of UHF stations such as WBRA-TV and WSVN-TV, since all stations generally are transposed to the regular channel selector on the television set. In both

Figure 1

VIEWING OF PUBLIC TELEVISION



Signal Quality Compared to Other Stations

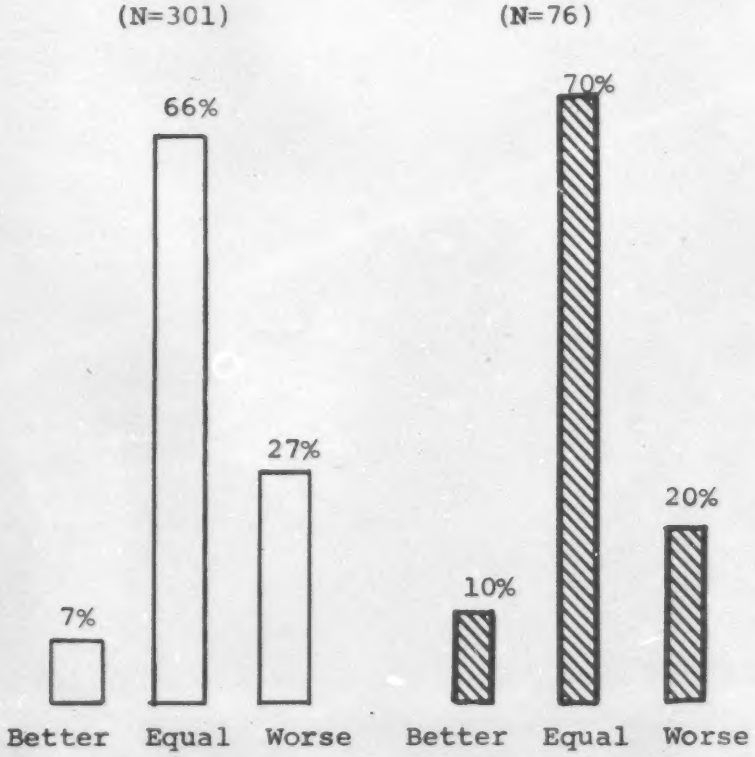


Table 2

VIEWING AND REPORTED SIGNAL QUALITY BY AREA

Calling Area	Percentage of Non-Viewers	PTV Viewers Good Reception*	PTV Viewers Bad Reception
WBRA-TV			
Roanoke/Troutville/ Rocky Mount	44.8%	39.4%	15.8%
Martinsville	80.0%	15.0%	5.0%
Bluefield	85.5%	14.5%	--
Clifton Forge/Pearisburg/ Newport	67.6%	26.5%	5.9%
Danville	78.8%	18.8%	2.4%
Lynchburg	79.6%	10.8%	9.7%
Galax/Wytheville	91.8%	4.1%	4.1%
Pulaski	45.5%	26.4%	18.2%
Radford	48.8%	39.7%	.7%
WSVN-TV			
Norton/Clinchport	71.0%	19.4%	9.7%
Tazewell	78.0%	19.5%	2.4%
Jonsville	91.8%	8.2%	--
Abingdon/Bristol	83.8%	12.6%	3.6%
Russell County/St. Paul	71.7%	24.5%	3.8%

*Includes responses rating the station's signal as "equal to" or "better than" other stations.

Figure 2

PUBLIC TELEVISION VIEWING RELATED TO TECHNICAL FACTORS

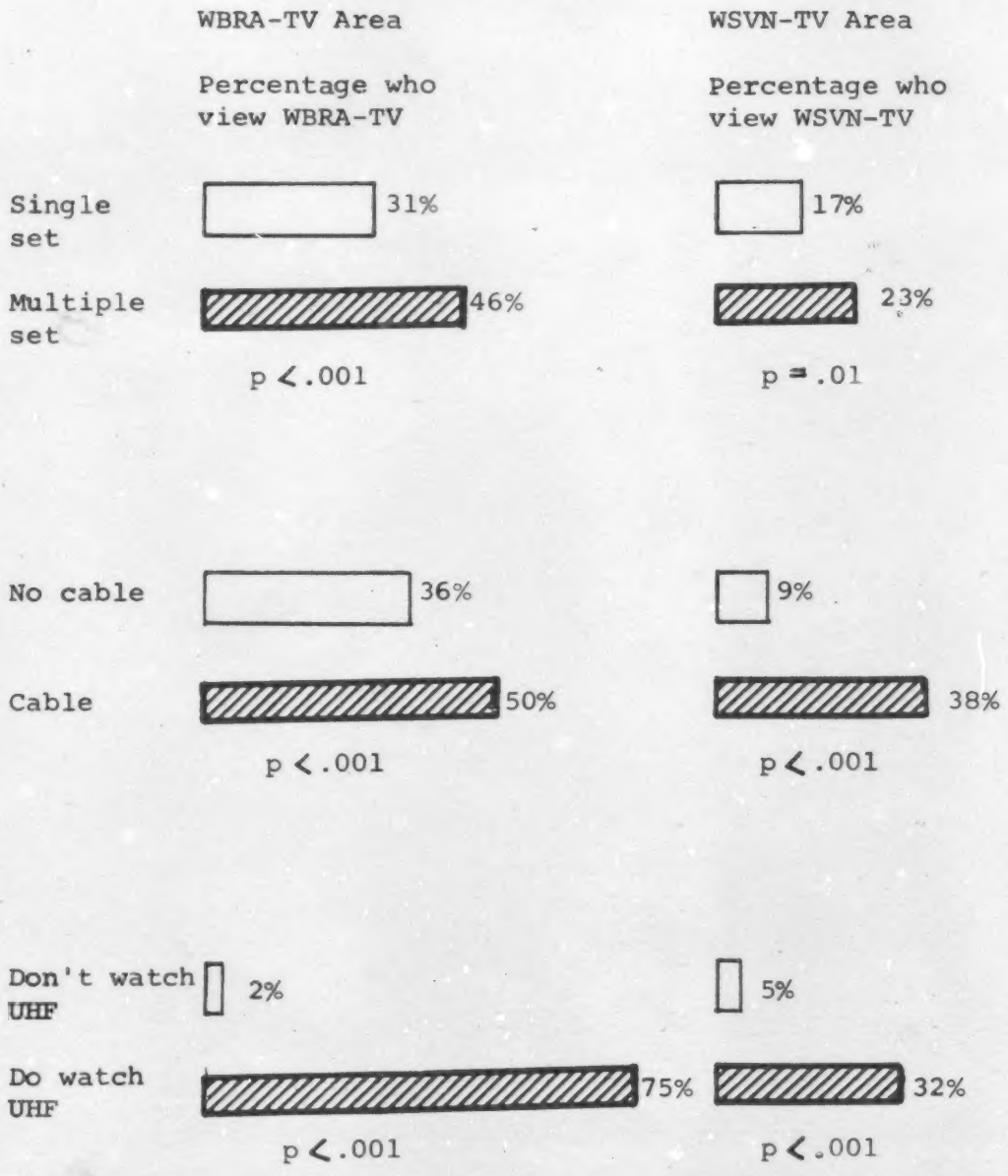


Table 3

TELEVISION AVAILABILITY

	WBRA-TV Area		WSVN-TV Area	
	PTV Non-viewers (N=498)	PTV Viewers (N=301)	PTV Non-viewers (N=332)	PTV Viewers (N=76)
Number of TV sets				
No TV	2.4%	--	3.6%	--
1 set	59.0	43.5	64.2	57.9
2 or more sets	38.5	56.5	33.2	42.1
	(p=.001)		(p=.20)	
Subscribe to cable	15.7%	25.9%	26.8%	71.1%
	(p=.001)		(p=.001)	
Watch UHF stations	19.1%	96.7%	41.3%	86.8%
	(p=.001)		(p=.001)	
Rating of PTV signal quality compared to other stations				
Better		7.0%		10.5%
Equal to		65.8		69.7
Worse than		27.2		19.7

signal areas, cable subscription increased the viewing of the local public television station (Figure 2).

Only 35.5% of the non-cable homes were in WBRA-TV's audience compared to fully 50% of those who did have cable. In Norton, the relationship was even more dramatic: only 8.7% of the non-cable homes reported viewing WSVN-TV compared with 37.8% of those with cable. The full impact of the relationship in Norton was shown by the fact that over seven out of ten of the WSVN-TV homes had cable compared to only one out of four of homes that did not view the station.

Public television viewing was strongly related to awareness of UHF viewing in both communities (Table 3). Whereas 96.7% of the WBRA-TV viewers said their families watched UHF stations, only 19.1% of the non-public television homes reported UHF viewing. In the WSVN-TV area, the comparable figures were 86.8% for the WSVN-TV homes, 41.3% for the non-public television homes. The generally higher reported viewing of UHF in the WSVN-TV area probably reflected the more isolated nature of the area and the different pattern of channel availabilities both over the air and via the cable systems serving the communities.

WHO ARE THE VIEWERS?

When viewers and non-viewers of public television were compared in the two areas, WBRA-TV viewers were found to follow the classic pattern reported in many studies of the public television audience. Among WSVN-TV viewers, however, at least some of the usual demographic discriminants did not appear (Figure 3 and Table 4).

In both communities occupational status and total family income were positively related to viewing of public television. In the WBRA-TV area, for instance, only 28.5% of the blue-collar homes were in the public television audience, compared with 54.8% of the professional homes. In Norton, the figures for blue-collar homes were 15.2%, for professional homes 41.7%. The variation among income groups was parallel: ranging from 18.1% of the families making less than $5,000 who view WBRA-TV to 61.4% of those whose income was in excess of $15,000.

Education was not a reliable predictor of WSVN-TV viewing, although it was in the case of WBRA-TV. Looking at the

Figure 3

VIEWING BY DEMOGRAPHIC GROUPS

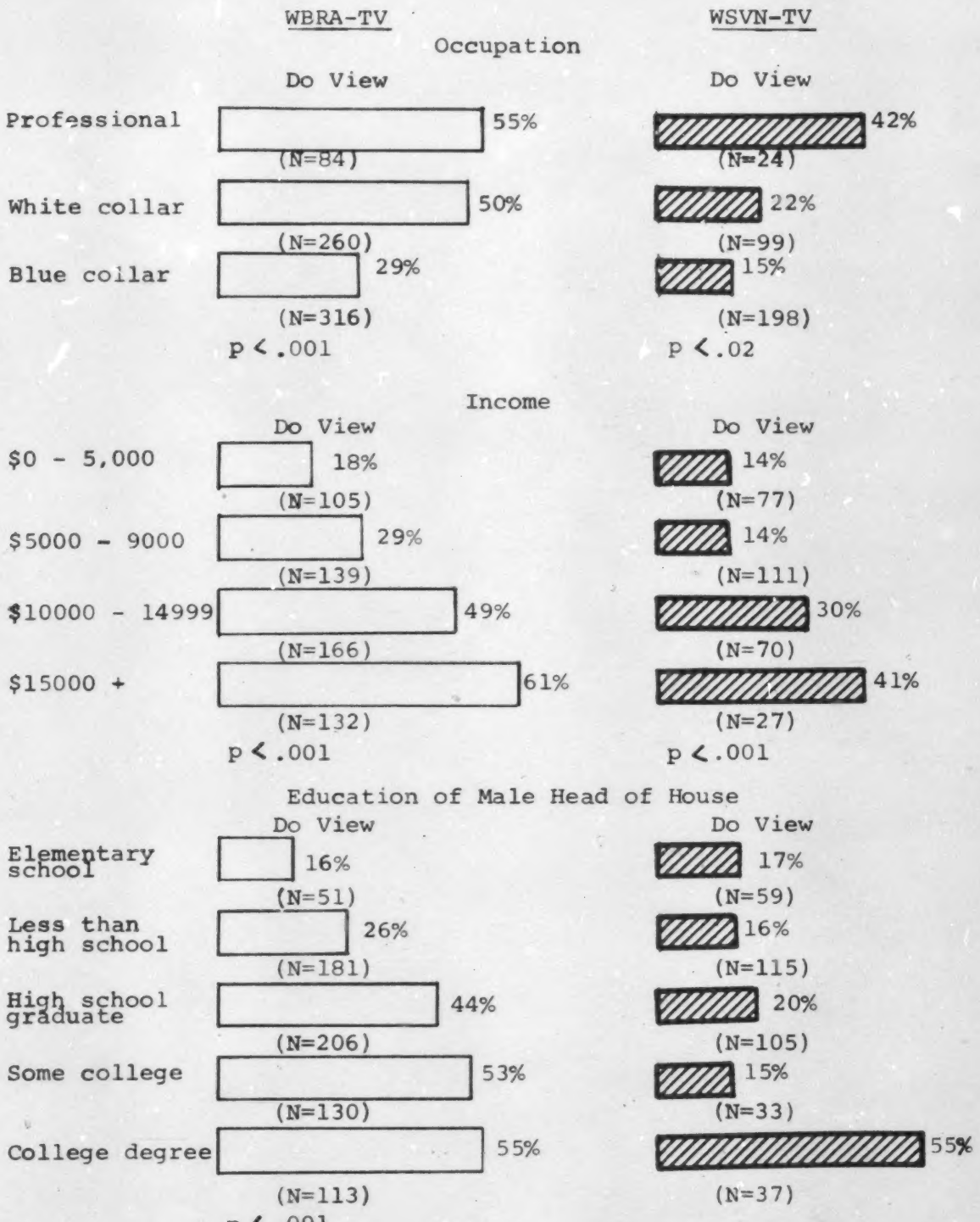


Figure 3
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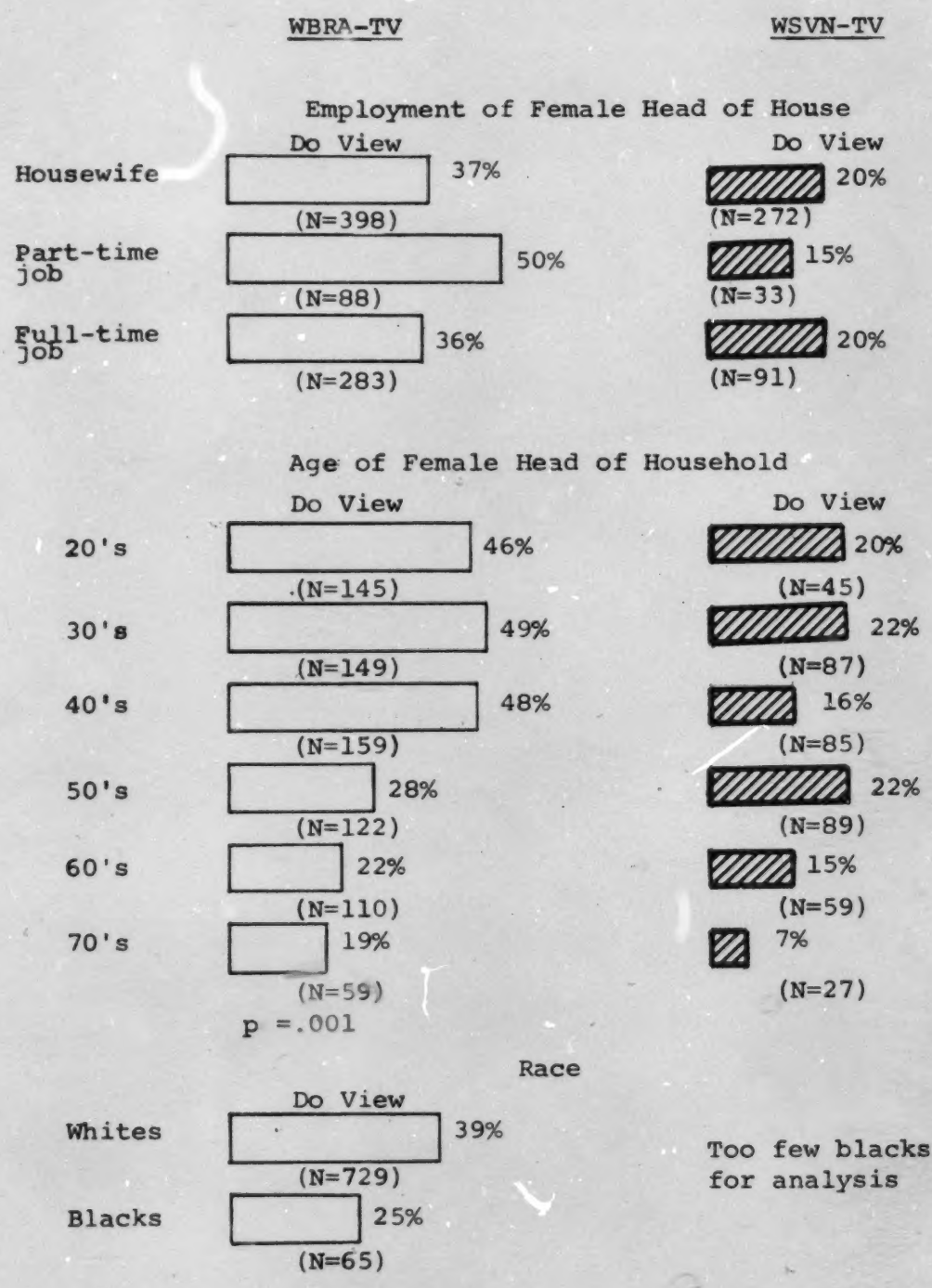


Table 4

DEMOGRAPHIC PROFILE OF VIEWERS AND NON-VIEWERS

	WBRA-TV Area		WSVN-TV Area	
	PTV Non-viewers	PTV Viewers	PTV Non-viewers	PTV Viewers
Educational Attainment of Male Head of House	(N=403)	(N=278)	(N=281)	(N=68)
Elementary school	10.7%	2.9%	17.4%	14.7%
Did not finish high school	33.2	16.9	34.2	27.9
High school diploma	28.3	33.1	29.9	30.9
Some college	15.1	24.8	10.0	7.3
College degree	12.7	22.3	8.5	19.1
	(p=.001)			
Educational Attainment of Female Head of House	(N=479)	(N=292)	(N=321)	(N=76)
Elementary school	9.8%	2.1%	14.0%	10.5%
Did not finish high school	33.0	18.5	33.3	26.3
High school diploma	32.8	37.0	34.0	32.9
Some college	14.8	23.3	11.8	13.2
College degree	9.6	19.2	6.8	17.1
	(p=.001)			
Occupational Status	(N=395)	(N=265)	(N=359)	(N=62)
Professional	9.6%	17.4%	5.4%	16.1%
White collar	33.2	48.7	29.7	35.5
Blue collar	57.2	34.0	64.9	48.4
	(p=.001)		(p=.02)	
Employment of Female Head of House	(N=475)	(N=294)	(N=320)	(N=76)
Part-time job	9.3%	15.0%	8.8%	6.6%
Full-time job	38.3	34.3	22.8	23.7
Housewife	52.4	50.7	68.4	69.7

(more)

Table 4
(concluded)

	WBRA-TV Area		WSVN-TV Area	
	PTV Non-viewers	PTV Viewers	PTV Non-viewers	PTV Viewers
Age of Male Head of House	(N=389)	(N=272)	(N=282)	(N=62)
20's	14.4%	15.8%	7.4%	9.7%
30's	18.5	30.1	20.2	16.1
40's	19.5	23.9	24.1	29.0
50's	21.3	14.7	23.0	25.8
60's	16.2	11.4	16.0	16.1
70's	10.0	4.0	9.2	3.2
	(p=.001)			
Age of Female Head of House	(N=457)	(N=285)	(N=319)	(N=73)
20's	17.1%	23.5%	11.3%	12.3%
30's	16.6	25.6	21.3	26.0
40's	17.7	26.7	22.3	19.2
50's	19.3	11.9	21.6	27.4
60's	18.8	8.4	15.7	12.3
70's	10.5	3.9	7.8	2.7
	(p=.001)			
Family Income	(N=321)	(N=221)	(N=226)	(N=59)
Under $5,000	29.2%	18.6%	26.8%	8.6%
$5,000-9,999	42.0	27.1	30.8	18.1
$10,000-14,999	21.7	35.6	26.5	36.7
$15,000 and over	7.1	18.6	15.9	36.6
	(p=.001)		(p=.001)	
Race	(N=494)	(N=300)	(N=331)	(N=76)
White	90.1%	94.7%	98.2%	97.4%
Black	9.9	5.3	1.8	2.6
	(p=.02)			

educational level of the male head of household, the variation for WBRA-TV ranged from 15.7% among those who went no further than elementary school to 54.9% among those who had completed a college degree. The increment in viewing was steady across the various levels of educational achievement. For WSVN-TV, on the other hand, viewing remained relatively flat for all but those with college degrees, ranging between 15% and 20%. For these people, the figure jumped to 35.1%. Thus, it appears that WSVN-TV viewing was related to finishing a college degree, while WBRA-TV viewing was related to education generally, the biggest increment appearing between those who did and did not finish high school.

As noted earlier, there was a considerably greater percentage of working women in the WBRA-TV area than in WSVN-TV area. However, in neither community was this a factor that related to viewing of public television.

The age of both male and female heads of the house was a predictor of viewing of WBRA-TV but not of WSVN-TV. The sample in the WBRA-TV area followed the classic public television finding: viewing was much more likely among younger households where the head is under 50; such households are most likely to contain younger children.

The small number of black respondents in the WSVN-TV area precluded any reliable conclusions about their use of public television. Blacks were significantly less likely to be viewers of WBRA-TV than were whites, although it should be noted that a fourth of the blacks in the sample reported viewing (compared with 39% of white families).

SOME CHARACTERISTICS OF VIEWING

The audience of WSVN-TV was proportionately somewhat smaller than that of WBRA-TV. However, there were indications that the viewers of WSVN-TV were the enthusiastic group.

One indication of this is the fact that adults reported that they were regular viewing fans in 28.9% of the WSVN-TV homes compared to 17.6% of the WBRA-TV homes (Figure 4 and Table 5). Adding in those who were said to be weekly viewers of the station brought the WSVN-TV figure to 39.1%, the WBRA-TV figure to 28.9%.

Further, while viewing households with young children reported regular viewing in the home by over two-thirds of

Figure 4

SELF CLASSIFICATION OF VIEWER RELATIONSHIPS

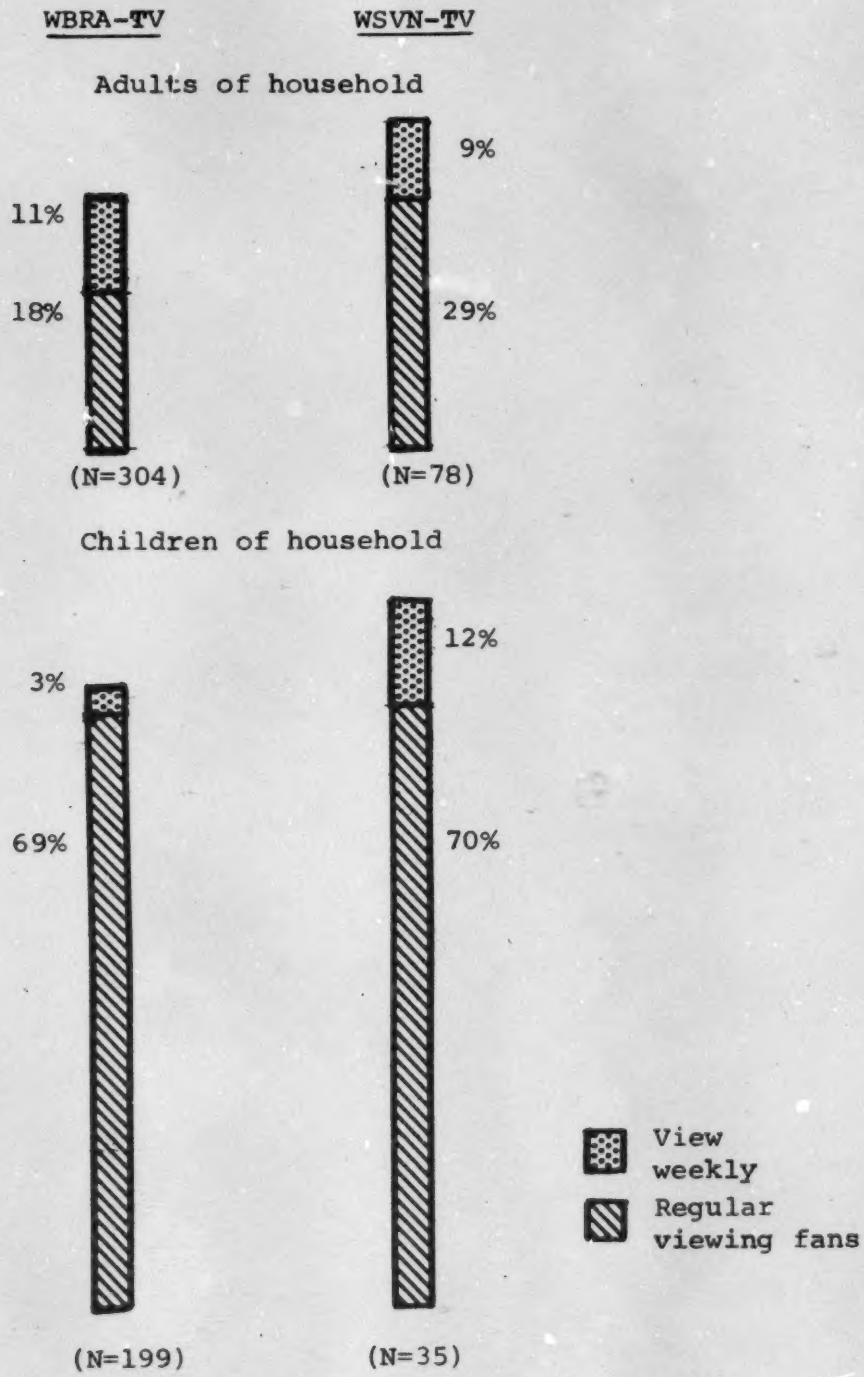


Table 5

REPORTED RELATIONSHIP TO PUBLIC TELEVISION AND VIEWING OF SELECTED LOCAL PROGRAMS

	WBRA-TV Viewers (N=301)	WSVN-TV Viewers (N=76)
Children Use ITV in School*	38.8%	40.0%
Children Reported To Watch PTV in Home*:		
Regular viewing fans	68.9%	69.7%
View at least weekly	3.4	12.1
Adults Reported To Watch PTV in Home:		
Regular viewing fans	17.6%	28.9%
View at least weekly	11.3	9.2
Watch:		
Golden Years		
Regularly	2.0%	--
Now and then	14.0	18.4
Virginia Polytechnical Institute Football		
Regularly	35.6%	40.8%
Now and then	31.2	22.4
Crafty Creations		
Regularly	6.3%	9.2%
Now and then	31.6	18.7
Nightline		
Regularly	3.0%	3.9%
Now and then	17.3	22.4
WBRA-TV Auction		
Once	13.3%	3.9%
At least twice	31.6	2.6
Acquainted with the Auction	57.5%	7.9%

*Percent based on families with pre-school and school-age children; WBRA-TV N=139, WSVN-TV N=35.

the children for both stations, adding in the weekly figures gave WSVN-TV regular or weekly viewing by 81.8% of the viewer households containing young children compared with 72.3% in the WBRA-TV audience.

The two stations carry a heavy schedule of programs designed for in-class use by schools in their signal areas. The Blue Ridge Educational Television Association has strong support from the various school districts within the combined signal areas. Parents of school-age children were asked if their children used instructional television in their classes. Responses were almost equal: 38.8% of the parents in the WBRA-TV area and 40% of those in WSVN-TV's signal area knew that their children received instruction via television (Table 5).

The difference in viewing among adults in the two areas was paralleled by responses concerning the viewing of four local area programs broadcast over the two stations (Figure 5 and Table 5). More viewing was reported for two of the programs among the WSVN-TV audience than among the WBRA-TV audience; for one program the proportion viewing was about equal and for the fourth viewing was more common among the WBRA-TV viewers. The televised football games of the Virginia Polytechnical Institute team drew the largest group of viewers of the four programs listed in both areas, but the success of the games was particularly marked among WSVN-TV viewers.

The annual auction, on the other hand, made hardly any impact among WSVN-TV viewers, but attracted more than half of the viewers of WBRA-TV. Indeed, almost a third of the WBRA-TV viewers said that they had watched the auction more than one evening.

INTEREST IN TELEVISION COURSES

Public television viewers in both signal areas were asked whether or not adults in the home would be interested in college and high school courses for credit via television. Considerable interest was expressed in college-level television courses, but little in high school courses (Figure 6). About one in ten viewers in both areas said they would be interested in the high-school television courses, but interest in college-level television courses rose to 42.5% of the WBRA-TV viewers and 26.3% of the Norton viewers.

Figure 5

VIEWING OF LOCAL PROGRAMS BY STATION'S AUDIENCE

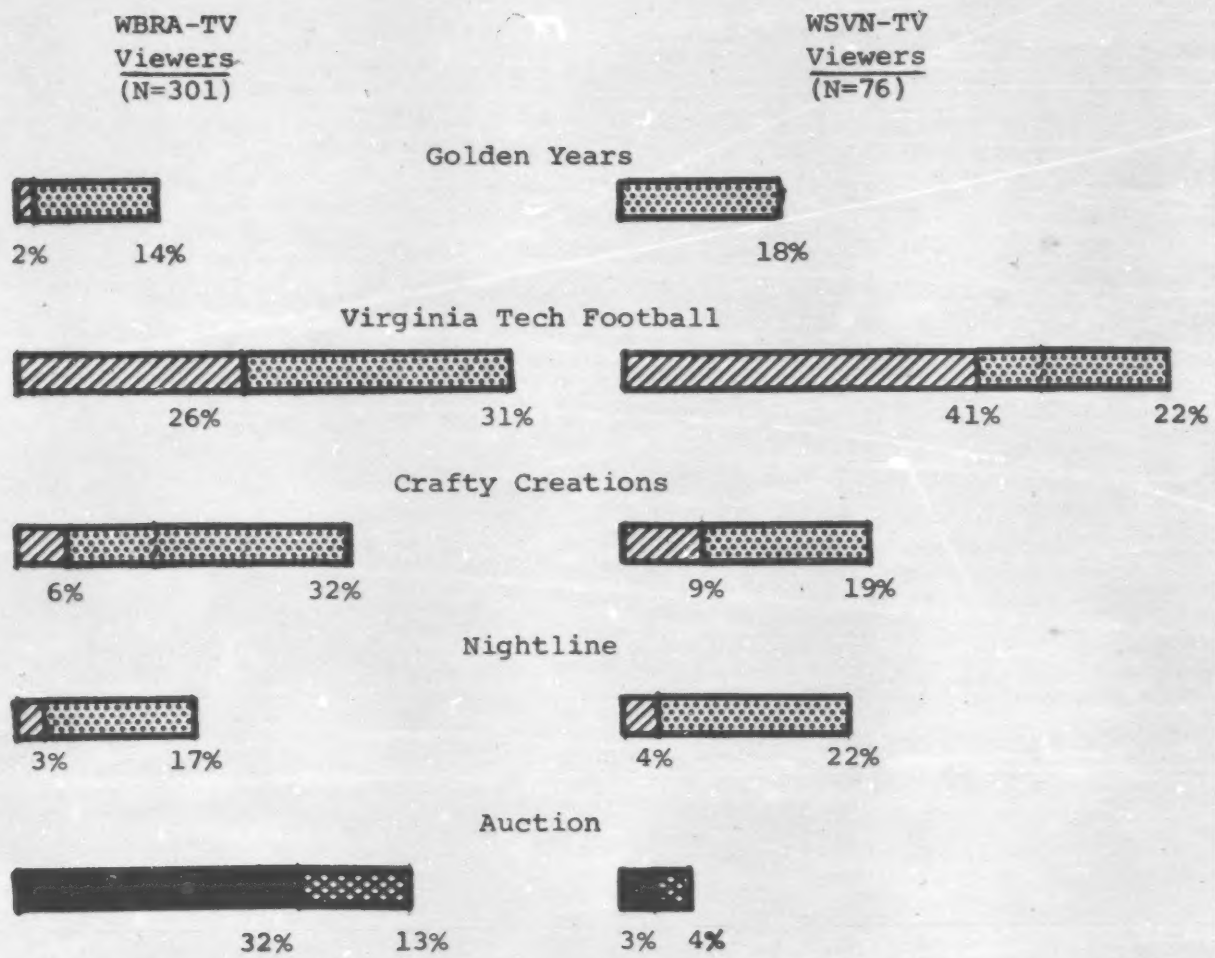
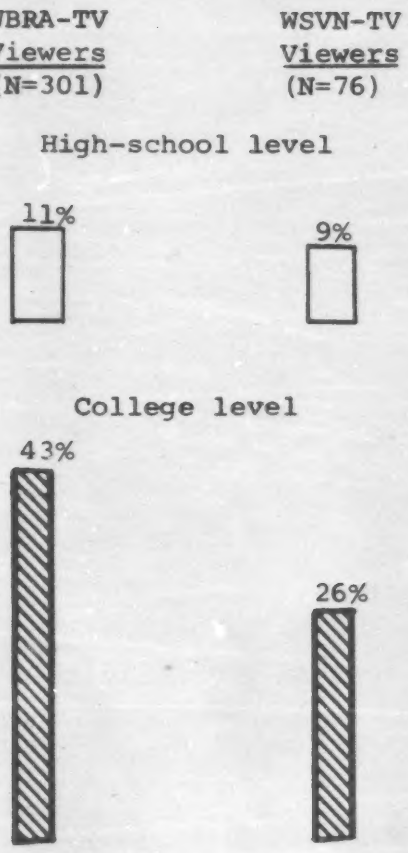


Figure 6

INTEREST IN TELEVISION COURSES



The nature and size of these differences was interesting in view of the previously reported different levels of educational attainment in the two samples and the variation in the relation of educational attainment to public television viewing in the two areas.

We might consider that those who had not finished high school constituted a "market" for high-school-level television courses, and those who had finished high school but not achieved a college degree as constituting a "market" for college-level television courses. Extracting these groups, we get the pattern shown in Figure 7. Among WBRA-TV viewers, there was a fairly good match between the available "market" for each level and the interest expressed. Roughly 60% of both men and women WBRA-TV viewers were eligible to work for a college degree compared with only 20% who were in the "market" for finishing a high-school diploma.

Among WSVN-TV viewers, the situation was quite different. The two "markets" were almost equal. Among women in the WSVN-TV households, there was a slightly larger market for college courses, while among men the market was for high-school courses.

Yet, like the WBRA-TV audience, the WSVN-TV audience showed a greater interest in college-level television courses than for high-school-level courses.

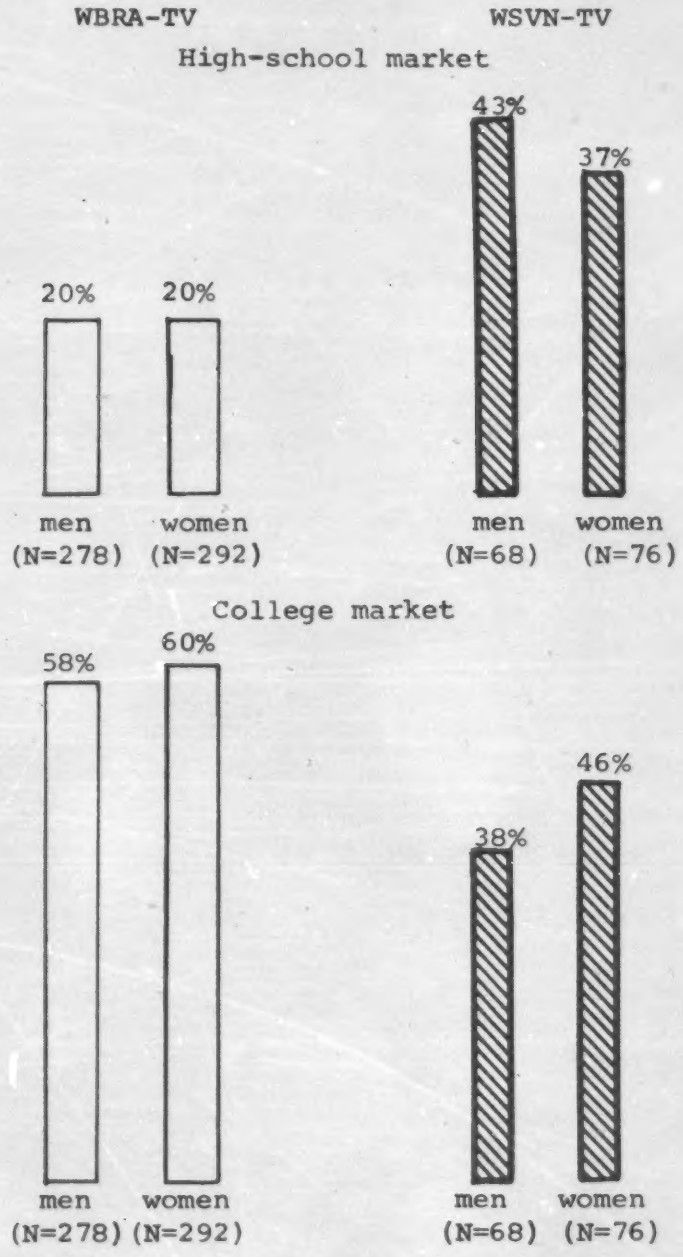
This result is intriguing. It suggests that it may be hard to attract adults to "remedial" high-school-level courses via television. That this may be the case makes common sense. Given the open nature of the public education system in this country, there are more options for a person to finish high school than to go on to college. That being the case, those who have not finished high school may lack a basic incentive to pursue education--by television or by any other means. On the other hand, those who have finished high school would seem to be more likely to have adopted, at least in part, a positive evaluation of education and to be interested in furthering their own attainment. Television may make it possible for them to do this in situations that limit their ability to attend regular classes.

Figure 7

PERCENT OF AUDIENCE CONSTITUTING "MARKETS" FOR TV COURSES

"High school market" includes viewers who have not finished high school.

"College market" includes viewers who have a high-school diploma but no college degree.



Appendix I

Questionnaire for WBRA-TV and WSVN-TV

Hello. We're doing a study of television viewing. Your household is one of those selected at random from the telephone book to represent families in this area. All information will be kept strictly confidential, and there will be no sales or commercial use made of it.

How many television sets in working order are there in your home?

None
1
2
3 or more

Do you subscribe to a cable television service?

No
Yes

Does anyone in your home ever watch any of the UHF channels, like channel 27 or 15 (channel 47)?

No
Yes

Does anyone in your home ever watch WBRA-TV, channel 15, (WSVN-TV, channel 47), that's the non-commercial public television station?

If no, ask: Is there a particular reason why you don't watch it?

_____

_____

If yes; Please compare the picture quality of WBRA-TV (WSVN-TV) to that of the other channels in your area, like WDBJ-TV, channel 7; WSLS-TV, channel 10; WRFT-TV, channel 27. (WCYB-TV, channel 5; WJHL-TV, channel 11; and WKPT-TV, channel 19.)

Is it as good as the other stations?
Is it better than the other stations?
Is the signal poorer than the other stations?
Don't know.

What programs have members of your family watched during the last week on WBRA-TV (WSVN-TV)?

I'm going to read you a list of programs that appear on WBRA-TV, channel 15. I'd like you to tell me if members of your family never watch these programs, watch them only now and then, or watch them regularly.

Golden Years
- Never
- Now and then
- Regularly

Virginia Polytechnical Institute Football
- Never
- Now and then
- Regularly

Crafty Creations
- Never
- Now and then
- Regularly

Nightline
- Never
- Now and then
- Regularly

Auction
- Never
- Now and then
- Regularly

Do you have any preschool or school-age children?
- No
- Preschool
- School age
- Preschool and school age

If there are school-age children in the household, ask: Do your children watch instructional television in the classroom during the day?

- No
- Yes
- Don't know
- No children in school

Ask the following question only if there are preschool or elementary children in the home:

I'm going to read four statements. Which of these statements best describes the WBRA-TV (WSVN-TV) viewing habits of your younger children--those in elementary school or of preschool age:

Never watch WBRA-TV (WSVN-TV) at home.
Watch WBRA-TV (WSVN-TV) now and then at home.
Watch WBRA-TV (WSVN-TV) once a week.
Regular viewing fans of WBRA-TV (WSVN-TV).
Watch WBRA-TV (WSVN-TV) in the classroom.

Which of these four statements best describes the WBRA-TV (WSVN-TV) viewing habits of the adults in your family?

Never watch WBRA-TV (WSVN-TV).
Watch WBRA-TV (WSVN-TV) now and then.
Watch WBRA-TV (WSVN-TV) once a week.
Regular viewing fans of WBRA-TV (WSVN-TV).

Would you enroll in college credit courses if they were given through WBRA-TV (WSVN-TV)?

No
Yes
Undecided, don't know

Are there any particular subjects that you would be especially interested in?

Would you enroll in high-school credit courses leading to a high-school diploma if they were given on WBRA-TV (WSVN-TV)?

No
Yes
Undecided, don't know

Are you acquainted with the WBRA-TV (WSVN-TV) annual auction held every May?

No
Yes

Did any member of your family watch any part of the May 1973 auction on WBRA-TV (WSVN-TV)?

No
One night
More than one night

(If "yes" ask: Did you watch only one night or more than one night?)

Now I'd like to ask some questions used for statistical purposes only.

How far did the lady of the house go in school?

Elementary school
Didn't finish high school
Finished high school
Some college
BA degree or equivalent
Graduate work
No "lady of the house"

How far did the man of the house go in school?

Elementary school
Didn't finish high school
Finished high school
Some college
BA degree or equivalent
Graduate work
No "man of the house"

What is the occupation of the head of the household?
(If retired, ask the occupation at the time of retirement.)

_____ (Job title
or
_____ description)

Is the lady of the house employed outside the home part-time, full-time, or is she a housewife?

Housewife
Part-time
Full-time

What is the age of the man of the house?

What is the age of the woman of the house?

What is your race or national origin?

White
Black
Other

I'm going to read some broad family income categories to you. Would you tell me which one your family fits in?

Under $5,000
$5,000 to $9,999
$10,000 to $14,999
$15,000 or more
Refused to answer
Don't know

What is the sex of the respondent?

Female
Male
Don't know

During the coming year, WBRA-TV may meet with groups of citizens to discuss television programs on the station. Would you or someone in your family be willing to participate in such a meeting?

No
Yes

For our records when we call back if you are interested in participating in such discussions, would you please give me your name and address.

_____
(Name)

_____
(Address)

_____
(City, State, Zip)

Is there anything you'd like to say now to the staff of WBRA-TV?

Thank you very much for your cooperation. This information will be useful to us in determining future programming on WBRA-TV, channel 15 (WSVN-TV, channel 47).

Interviewer:_____

Date:_____ Time:_____